

CALIFORNIA COASTAL COMMISSION

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**Media Advisory**

- For Immediate Release –
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The 26th Annual California Coastal Cleanup Day

Presented by the California Coastal Commission

Saturday, September 25th, 2010 from 9 am to Noon

What: The 26th Annual California Coastal Cleanup Day. Tens of thousands of Californians will gather along the beaches, shorelines, and inland waterways of the state to clear away the debris that has been deposited over the past year. Coastal Cleanup Day marks the beginning of COASTWEEKS, a three-week celebration of our coastal resources that takes place across the United States. The Coastal Commission maintains a calendar of COASTWEEKS events on its website.

Last year, 80,622 Coastal Cleanup volunteers (representing a 60 percent jump in participation over the past three years) collected over 1.4 million pounds of trash and recyclables. Covering over 2,400 miles of coast and inland shoreline in 52 counties around the state, the 2009 cleanup also had the largest geographic reach ever achieved.

When: Saturday, September 25th, from 9 am to Noon in most locations.

Where: Cleanups will take place at over 800 sites on California beaches, bays, rivers, creeks, parks, roadsides, and highways. Call the local coordinator for exact locations and other site-specific information. For further detail, visit our web site at www.coastforyou.org.

Why: "Coastal Cleanup Day has long been California's biggest volunteer event, thanks to the passion and commitment of thousands of dedicated volunteers around the state," said Eben Schwartz, Outreach Manager for the California Coastal Commission. "This year, the Coastal Commission is asking volunteers to help us reduce the environmental footprint of the Cleanup by bringing their own reusable bag or bucket and reusable gloves to the event, rather than using the single-use disposable items that will be available at every site. Together, we can learn to reduce waste and clean our shorelines at the same time."

How: Call 1 (800) COAST-4U or visit www.coastforyou.org for more information.

Who: *The statewide event is presented by the California Coastal Commission with major statewide support from Crystal Geyser, Oracle and Whole Foods Market. Additional support comes from Nature's Path and Waste Management. Other sponsors include Natracare, KPMG, Earth Friendly Products, See's Candies and Fairmont Hotels and Resorts. Northern California media sponsors include KFOG Radio and KPIX/CW Bay Area TV. Northern California media support also comes from the San Francisco Department of the Environment, Golden Gate National Parks Conservancy, and Marin County Board of Supervisors.*

California Coastal Cleanup Day 2010 is supported by the California Coastal Commission, California State Parks Foundation, and Ocean Conservancy. This event is made possible by the hard work of hundreds of local non-profits and government agencies throughout the state and tens of thousands of volunteers annually.